



My Taste by Cesca

Afro-Fusion & Caribbean Cuisine

CHIEDU FRANCESCA FAVOUR
(CEO)



About the pitcher

Chiedu, Favour Francesca, an avid cook and lover of culture, founded the company with the aim of delivering authentic yet exciting foods, fusing ancient recipes with modern flair for the sake of modern tastes.

She wants others to eat not only delicious, but meaningful food, food that brings something home, yet brings something new. Francesca believes that quality food, whether an impromptu lunch or indulgent Saturday brunch, needs to be fresh, flavorful, and made with love.

At the core of all that she does lies the simple maxim: *respect the old, embrace the new*. Such is the credo of My Taste by Cesca



EXECUTIVE SUMMARY

My Taste by Cesca is an indoor food vending business located in a prime food court in Uyo, Nigeria, offering a unique and flavorful fusion of Afro-Fusion, Caribbean, and Nigerian local cuisine. The mission status of the brand, is to deliver authentic, diverse, and satisfying meals that blend traditional cultural recipes with contemporary culinary innovation with high commitment in using fresh, high-quality ingredients and providing service that is fast, friendly, and efficient. With a growing demand for culturally rich, healthy, and exciting food options. My Taste by Cesca would stand out as a go-to destination for customers craving something distinct, unique, authentic in heritage while being delicious and still rooted in tradition and culture.





THE PROBLEM

Despite a growing youth population in urban Nigeria, most restaurants still offer generic menus, slow service, and little to no digital presence. Afro-Caribbean and Nigerian cuisines are rich with flavor and history, but often packaged in outdated formats that don't speak to younger audiences.

“A large majority of Gen Z diners say they discover and judge food spots through Instagram, TikTok, and online reviews not billboards or menus.”

What's missing is a food experience that:

- Delivers authentic flavors in a modern, interactive way
- Incorporates technology for ease, speed, and connection
- Aligns with youth culture, music, aesthetics, and social sharing

There is a clear demand for food that not only tastes great, but fits seamlessly into a connected content driven lifestyle.

SOLUTIONS

My Taste by Cesca is a modern Afro-Fusion and Caribbean dining experience designed for today's digital-savvy, culture-driven generation.

We blend bold, flavorful dishes with technology and pop culture to create a restaurant that feels as fresh as the food we serve.

Key Features:

- **Tech-Enabled Ordering:** Mobile-first platform, QR menus, and integration with Glovo/Bolt Food for fast, seamless ordering.
- **Culturally Curated Menu:** Unique dishes like Jollof Risotto and Plantain Bao, tailored for adventurous young foodies.
- **Social Media-First Vibe:** IG-worthy plating, themed nights (e.g. “Afro beats & Bites”), and viral challenges like #MyTasteChallenge.
- **Interactive In-Dining Experience:** Digital trivia walls, Afrobeats playlists, and content zones for food bloggers and TikTok creators.

It's where food, tech, and culture collide—designed to feed your stomach and your story.



TARGET AUDIENCE

We're targeting a thriving segment of food lovers who are:

- **Young professionals** (ages 20–60) seeking unique and healthy meals
- **University students** eager for trend-forward, affordable dining
- **Corporate clients and event planners** looking for high-quality, culturally distinctive catering
- **Social media-savvy** consumers who value aesthetics, storytelling, and experience

- Our initial market is Uyo, Akwa Ibom State, a city with a growing middle class and increasing demand for global flavors. From here, we plan to expand to other urban centers like Calabar, Port Harcourt, and Abuja, and eventually offer food truck franchises and packaged products.



THE IMPACT /VALUE

Cultural Revival, Culinary Delight.

At My Taste by Cesca, we:

- **Preserve and promote culinary heritage** by combining African and Caribbean food narratives
- **Empower youth and women** through job creation and chef training programs
- **Support local farmers** by sourcing fresh produce from regional suppliers
- **Offer an inclusive menu**, including vegetarian, vegan, and allergy-conscious options



THE FINANCIAL NEED & COST BREAKDOWN

To launch the first phase of *My Taste by Cesca*, we are seeking ₱600,000 in crowdfunding support. This funding will cover essential costs to set up operations, purchase ingredients, market the brand, and serve our first wave of customers. We are taking a lean, test-and-scale approach, starting small with high impact—prioritizing quality, tech, and customer engagement from Day One.

Item	Cost (₱)	Purpose / Notes
Kitchen Setup (Pop-up Scale)	180,000	Basic cooking tools, utensils, gas burners
Initial Ingredients (1 month)	120,000	Fresh produce, Caribbean spices, packaging
Branding & Merch	70,000	Branded aprons, takeout boxes, signage
Marketing & Social Media Ads	80,000	Instagram ads, influencer outreach, content
Digital Ordering Setup	60,000	QR menus, basic POS system, delivery setup
Staff Stipends (2 assistants)	60,000	Kitchen and service support
Licensing & Logistics	30,000	Business registration, local permits, transport
TOTAL	₱600,000	Full cost of initial launch phase

THE TEAM



Favour Francesca Chiedu

CEO/ HEAD CHEF



Qwin Samuel

ASSISTANT CHEF

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